

Animal Advisory Working Committee

Meeting Minutes

Date of Meeting: 03/17/2014

Minutes Prepared By: Rose Armour

1. Purpose of Meeting

Animal Advisory Board working committee meeting

2. Attendance at Meeting

Board Members		Residents	
Jean Linman	Barbara Hays	Doug Beckman	Rose Armour
Marie Jensen		Jill Arnon	Criss Bruneman
Rob Blizzard		Rachel Bellis	Pamela Painter
Daphna Nachminovitch		Kathy Galvin	

3. Agenda

Surrender Prevention (SP) Program - Marie Jensen

4. Meeting Notes, Decisions, Issues

Marie Jensen opened the discussion, stating that Friends of NACC has compiled information and done research about what other localities have done to reduce animal surrenders. The SP Program's goal is to reduce animal intake at NACC and other shelters.

This is not a role that the staff at NACC can undertake because there is not enough staff to handle the additional role. Currently, there are challenges to individuals who are surrendering animals because of the amount of time it would take for staff to address behavioral or other issues. The SP Program is designed to help fill this gap.

The question was posed to Barb about current staffing numbers and if there was a request to increase staffing numbers.

Barb responded that in past budget processes NACC had requested:

3 additional Animal Caretakers
1 additional Front Desk person
1 Volunteer Coordinator Assistant

In FY 2015, NACC requested operational enhancement.

Staffing/Volunteers

- NSPCA and PETA are willing to find volunteers to assist with the SP Program.
- There is a possibility that a SP Program position could be housed at SPCA.
- PETA is committed to assisting with the SP Program.
- SP Program probably needs to be one full-time person, development of processes and SOPs to make sure volunteers have guidance.
- It was suggested to implement the SP Program for a specific period of time and measure impact on shelter surrender numbers.

The Surrender Prevention Program proposes to do the following:

- Providing an adoption packet with information about new adoptions, including coupons for 1st wellness visits from area Vets and NSPCA Clinic, store coupons, donated items from pet supply stores, etc.
- Creating an adopters' club: a place one can talk about a new pet.
- Conducting an adoption survey, how did you hear about the shelter, etc.
- Calling new owners one week after adoption (this would be ~45 calls a week based on NACC 2013 numbers).

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- Addressing why people surrender animals (e.g. cost, moving, food, medical expenses), through food pantry, recommendations for low-cost medical clinics, provide link to Pam Painter's rescue list group, link to Norfolk Pet Pantry for pet food assistance and a link to Pet Friendly Housing.
- Creating outreach and promotional materials (e.g. literature, display, magnets, ID tags, etc.)
Ultimately they would like to create a logo and do some branding.
- Promoting SP Program through the City of Norfolk's website (e.g. put links on the NACC page and see if it is possible to put link on front page of City's website)
- Work toward NACC having a Surrender Prevention Resource Center to help people with their pets.

Funding options to look into:

- Batten Foundation
- Banfield charitable trust

Next Steps:

- NSPCA is going to check into possible funding or possible position.
- Animal Rescue of Tidewater (ART) will dedicate some time to answer questions
- ART, NACC, PETA will post links as well as Friends on their websites
- Recruit other organizations to assist with the SP Program

If anyone has any suggestions or ideas please let Marie know.

5. Assignments

Action	Assigned To	Notes
Discuss staffing at NACC with the Board at the April meeting.	Jean Linman	
Disseminate SP Program handout with group and resource links embedded.	Marie Jensen	NACC will post links on their website
Ask the IT department if it is possible to include additional animal links on the City's homepage.	David Freeman	David will ask David Sullivan, CommTech Director.

6. Next Meeting

DATE	TIME	LOCATION	RECORDER
4/2/2014	5:30	City Hall, 10 th floor conference room	Rose Armour
Agenda: TBA			